

CLAIMS

What is claimed is:

1. A method for content push synchronization for bulk data transfer in a multimedia network, comprising:
 - 5 scheduling transmission of bulk data content;
 - notifying a plurality of end node devices of the scheduled bulk data transmission, such notification including information indicating an expected end time for the scheduled transmission;
 - transmitting the bulk data content via broadcast;
 - 10 attempting to selectively receive a subset of the content during the scheduled transmission;
 - at the expected end time for the scheduled transmission, determining if the bulk data content was received as expected; and
 - if not received as expected, sending a failure indication.
- 15 2. A method as in claim 1 additionally comprising:
 - retransmitting the bulk content to the failing network device via a unicast.
3. A method as in claim 2 wherein the failure indication indicates a subset of unreceived content and, transmitting only the indicated subset.
4. A method as in claim 1 wherein the step of transmitting the bulk content
20 additionally comprising using a unicastUDP protocol.
5. A method as in claim 1 wherein the step of notifying the end node devices includes an expected start time and duration information.

6. A method as in claim 1 wherein the step of notifying the plurality of end node devices comprises:

delivering transmission schedules to the plurality of end node devices prior to the scheduled transmissions of bulk content.

5 7. A method as in claim 1 wherein the content control data comprise destination port addresses and data transmission times for the subset of content.

8. A method as in claim 4, wherein the step of selectively receiving content comprises:

10 listening to the scheduled transmissions for the subset of content on the destination port addresses at the data transmission times;
selecting the subset of content during the scheduled transmissions; and
receiving the subset of content.

9. A method as in claim 4 wherein the destination port addresses are multicast port addresses.

15 10. A method as in claim 4 wherein the destination port addresses are broadcast port addresses.

11. A method as in claim 1 wherein the content is a plurality of promotions.

12. A method as in claim 1 wherein the scheduled transmissions are scheduled multicast transmissions.

20 13. A method as in claim 1 wherein the scheduled transmissions are scheduled broadcast transmissions.

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